

STATE OF MICHIGAN
DEPARTMENT OF ENERGY, LABOR & ECONOMIC GROWTH
OFFICE OF FINANCIAL AND INSURANCE REGULATION

Before the Commissioner of Financial and Insurance Regulation

In the matter of:

Real Benefits Association, and
American Consumers Insurance,

Enforcement Case No. 09-7339

Respondents.

Issued and entered
on 9/2/09, 2009
by Stephen R. Hilker
Chief Deputy Commissioner

**ORDER FOR CIVIL FINE AND
FURTHER ORDER TO CEASE AND DESIST**

1. Office of Financial and Insurance Regulation ("OFIR") Staff has found that Respondent Real Benefits Association ("RBA") operated an unlicensed health insurance agency with locations in New York, New York; Basking Ridge, New Jersey; and Little Rock, Arkansas and on the website www.rbausa.com.
2. OFIR Staff has found that RBA has sold, solicited, and negotiated health insurance coverage and issued certificates of health insurance in the State of Michigan.
3. On July 2, 2009, the Chief Deputy Commissioner issued an Order to Cease and Desist (hereafter "Order") pursuant to Section 251 of the Michigan Insurance Code, (hereafter "Code"), MCL 500.251).


4. RBA was informed that failure to comply with the Order could subject RBA and its corporate officers to one or more of the following:
 - (a) payment of a civil fine of not more than \$1,000.00 for each violation not to exceed an aggregate civil fine of \$30,000.00. However, for further knowing violations of this order, a civil fine of not more than \$25,000.000 for each violation not to exceed an aggregate civil fine of \$250,000.00 may be assessed.
 - (b) complete restitution to all persons in this state damaged by the violation or failure to comply.
5. RBA has failed to comply with the Order by continuing to operate as an unlicensed health insurance agency with locations in New York, New York; Basking Ridge, New Jersey; and Little Rock, Arkansas and on its website www.rbausa.com, hosted by GoDaddy.com.
6. On July 13, 2009, the Order was served upon RBA at its last known addresses.
7. Since being served on July 13, 2009, with the Order, RBA has knowingly continued to operate as an unlicensed health insurance agency with locations in New York, New York; Basking Ridge, New Jersey; and Little Rock, Arkansas and through its website, www.rbausa.com.
8. Pursuant to MCL 500.251, RBA's failure to comply with the Order may subject it and its corporate officers to "a civil fine of not more than \$25,000.00 for each violation not to exceed an aggregate civil fine of \$250,000.00."
9. Since be served on July 13, 2009, with the Order, RBA has knowingly violated the Order by continuing to attempt to sell, solicit, and negotiate health insurance coverage in the State of Michigan through its website, www.rbausa.com, hosted by GoDaddy.com.
10. Since being served with the Order, RBA has knowingly violated the Order for more than 52 days by continuing to attempt to sell, solicit, and negotiate health insurance coverage in the State of Michigan through its website, www.rbausa.com, hosted by GoDaddy.com.

11. Pursuant to MCL 500.251, RBA's daily, knowing violations of the Order may subject it to "an aggregate civil fine of \$250,000.00."

THEREFORE, it is FURTHER ORDERED that:

1. Pursuant to MCL 500.251, RBA shall pay \$25,000.00 as civil fine for each day that it knowingly violated the Order by continuing to operate as an unlicensed health insurance agency with locations in New York, New York; Basking Ridge, New Jersey; and Little Rock, Arkansas and/or through its website, www.rbausa.com, since being served on July 13, 2009 with the Order.
2. Pursuant to MCL 500.251, RBA shall pay the maximum aggregate civil fine of \$250,000.00 for knowingly violating the Order.
3. RBA shall hereafter cease and desist all of its insurance business operations, including its insurance sales operations on the website www.rbausa.com, or face further civil and criminal penalties.

OFFICE OF FINANCIAL AND
INSURANCE REGULATION



Stephen R. Hilker
Chief Deputy Commissioner